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4-H CLUB POULTRY AND EGG MARKETING 1/

TEXAS 2/

The marketing phase of 4-H Club poultry marketing work in Texas is planned and developed to fit in closely with the production phase of Club work. Specific programs have been developed for egg, broiler, and turkey marketing.

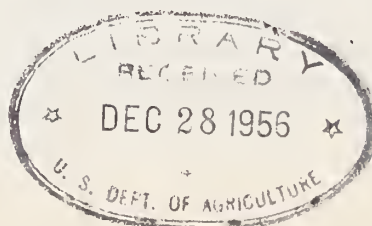
Report forms are to be completed by 4-H Club members, who have demonstrations in the field of poultry marketing. There is also a series of activities in which members having 4-H egg, broiler and turkey marketing demonstrations may participate. Following is a brief statement covering the use of the marketing report forms and an outline of the marketing activities.

4-H Club Poultry Marketing Report Forms

An eleven-page publication "Report Forms for 4-H Club Poultry Marketing Demonstration" has been prepared for the use of Club members who have demonstrations in egg, broiler, and turkey marketing. The forms have been prepared to assist the Club member in a systematic study of marketing poultry and poultry products. There are 36 questions on egg marketing and 34 questions on broiler or turkey marketing. A list of reference material on egg marketing and on broiler or turkey marketing is included. It has also been prepared for the Club member as a means of keeping sales reports. It is necessary to complete the record forms pertaining to the Club member's demonstration as a part of the Club member's record in the following 4-H Club activities in the field of poultry and poultry products marketing:

- 1 - Sears-Roebuck Foundation
- 2 - Junior Fact Finding Award
- 3 - National Poultry Achievement Award

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- 1/ This statement was prepared for the consideration of the Exploratory Committee on 4-H Club Work in Marketing which met in Washington, D. C. during the period June 13 - 22, 1955.
 - 2/ Summarized from the 1954 Annual Report of Floyd Z. Beanblossom and Kermit F. Schlamb, Extension Poultry Marketing Specialists, Texas Agricultural Extension Service, Texas A & M System, College Station, Texas, and a letter dated October 3, 1955 from Floyd Z. Beanblossom.



Egg Marketing

The 4-H Club work in egg marketing is centered around areas where quality egg programs have or are being developed and the facilities and opportunities are available for Club members to sell eggs on the basis of grade. This procedure enables the Club members to realize the value of selling high quality products when price differentials for quality can be received. All of this work is based on the same principles as the work with adults in the community and the Club members receive the same price for their eggs sold on grade as do the adults. These programs encourage Club members and parents to adopt improved production and marketing practices necessary to sell a large proportion of "A" quality eggs. This, it is believed, is due to the greater profits received when such practices are used in their poultry enterprise and the opportunity is afforded them to sell on quality.

Broiler Marketing

County and District Broiler Market Shows. Several countries hold broiler market shows, in other instances, two or more counties join together in conducting district broiler market shows. At all broiler market shows the programs are set up in such a manner that the broilers being exhibited are classified as live specimens, on the basis of market quality into three groups; blue, red, and white ribbon classes. A practice that is being followed at an increasing number of shows is to have the top quality birds, (blue ribbon), sent to a processing plant to be processed and then returned to the show, where final placings are made on a ready-to-cook basis. This procedure permits making a comparison of the dressed with the live grade and affords an opportunity for the show to be of greater educational value. It provides an opportunity to demonstrate consumer preferences and relate their preferences to production. It not only provides an opportunity to teach 4-H Club members themselves but also their parents, commercial producers, and representatives of other segments of the broiler industry what the market demands. These market shows also provide an opportunity to get the active cooperation and joint participation of processors, retailers, and producers.

State Broiler Market Shows. The county and district broiler market shows have contributed to the development of statewide broiler market shows at the State Fair of Texas in Dallas and at the Houston Fat Stock Show. At the 1954 State Fair of Texas, 1,145 broilers were classified into three groups, blue, red, and white ribbon. Of this number, 510 were classified as blue ribbon. At the 1954 Houston Fat Stock Show, 2,310 broilers were classified in this manner.

Texas Broiler Festival (Formerly, Chicken-of-Tomorrow Program). The Texas Broiler Festival is a statewide activity in which there is widespread interest. However, the greatest interest is centered in the counties where commercial broiler production provides a major source of farm income. The primary objective of the Festival is to stimulate

interest in the young poultry grower to do an outstanding job of feeding and management after he has secured chicks of good breeding qualities that are free of disease. It also serves as a demonstration for teaching Club members how to determine market quality and the market demand for different qualities. Birds are classified on a live basis and the top quality ones (blue ribbon), are sent to a processing plant and then returned in ready-to-cook form for final placing. The Festival provides an excellent opportunity to get the active cooperation and joint participation of processors, retailers, and producers. Exhibitors in the 1954 Texas Broiler Festival started 30,000 baby chicks and 210 4-H Club members entered 4,935 birds in the market show.

Turkey Marketing

4-H Club turkey marketing is given special attention in certain counties. These counties are in the heavy turkey producing areas of the State and those in which the Sears-Roebuck Foundation sponsors the program, which affords an opportunity for Club members to produce turkeys and then follow through with the marketing of the product. During 1954, Club members started with 60 to 500 poults depending upon experience, capital available, and willingness of parents to cooperate. In some of the counties, turkey market shows were held. At the conclusion of the shows, the turkeys are sold on the basis of market quality at auction. These market shows afford an opportunity to demonstrate how to determine quality, such as fleshing, finishing, and body conformation; the values of high quality; and what the market is demanding with respect to institutional and home uses.

The program at the county and district turkey market shows have contributed to the establishment of State turkey market shows at the State Fair of Texas and at the Houston Fat Stock Show. During 1954, over 1,100 turkeys were entered in the State Fair of Texas Junior Market Turkey Show and over 300 in the Market Turkey Show at the Houston Fat Stock Show.

Sears-Roebuck Foundation Program - Poultry Marketing

The Sears-Roebuck Foundation Program, so far as poultry marketing is concerned is carried on by the Extension Service in six of the twelve Extension Districts of the State. In these districts, 4-H Club members receive chicks and poults and produce them under supervised conditions. Some of the Club members exhibit in market shows, and some use the pullets from the chicks brooded to develop laying flocks. From these flocks eggs are marketed as stated previously under 4-H egg marketing.

There is an award for Club members doing the best job in the marketing of their commodity. 4-H Club members projects are scored by a committee that visits each individual member. A score card is used to classify each member's project. Any member who receives more than 90 points receives a blue ribbon; 80 to 90 points, red; and 70 to 80 points, white. The award program has stimulated interest on the part

of Club members in this phase of 4-H Club poultry marketing work. This program has expanded during each of the four years in which it has been in operation.

Junior Fact Finding Award

The Junior Fact Finding Award is in cooperation with the National Fact Finding Conference, sponsored by the Institute of American Poultry Industries. The award is based on an overall poultry marketing program which includes work done on eggs, chickens, and turkeys. The award consists of an all-expense paid trip to the National Fact Finding Conference. During 1954, four extension districts had representatives competing for the awards. Four 4-H Club members were selected to receive this award in 1954. The Texas poultry industry cooperates with the Extension Service in making this award available.

Other 4-H Poultry Marketing Activities and Programs

In addition to the above mentioned marketing activities and programs, there are other activities and phases of the Texas 4-H poultry marketing work that are not reported here. They include such activities as market tours, which are planned by local Clubs or on a county basis, to egg assembly and grading plants, poultry processing plants, and city markets.

MISSOURI 1/

Demonstrations and Illustrated Lectures -- for Consumer Groups

In 1954, through the cooperation of the State 4-H Club staff, an Extension nutritionist, an Extension poultryman, and an Extension poultry marketing specialist, a program was designed to train junior leaders and older club members enrolled in foods, poultry, or junior leadership projects, in conducting consumer demonstrations or illustrated lectures on quality eggs. During the month of May, a training school for representatives from nine major egg producing counties, was conducted on an experimental basis. Attendance at this school included 21 older members, six junior leaders, three leaders and 10 extension agents. Persons participating on the program included the State 4-H Club leader, a representative of the Missouri Farmers Association, a United States Department of Agriculture Egg Inspector, representatives of the State Department of Agriculture and the Extension Poultry Marketing Specialist. As a result, 4-H Club members presented several

1/ Summarized from the 1954 Annual Report of Ted L. Joule, Extension Poultry Marketing Specialist, Agricultural Extension Service, University of Missouri, Columbia, Missouri, and letters dated May 26, and September 23, 1955, from Ted L. Joule.

demonstrations and illustrated lectures. For example, one junior leader presented her demonstration on 14 occasions with 514 persons in attendance. Appearances included television, 4-H and home economics groups, civic organizations and District and State Round-Ups. This program provided the basis for awarding a trip to the 1954 Junior Fact Finding Conference in Kansas City, Missouri.

In 1955, this experimental training program was expanded to include all counties. As of May 26, 1955, the Missouri staff had completed holding six of these training schools for five older 4-H Club members from each county enrolled in foods, poultry, or junior leadership projects, their leaders and extension agents. The State 4-H Club staff designated the counties that would attend each school. Each training school was for an entire day. The general theme of the program was on how to present a ten or fifteen minute illustrated lecture on quality eggs to consumer groups. The six schools were attended by approximately 260 members, leaders, extension agents, and industry representatives. The coordination, organization and arrangements were worked out with the host Extension agent, representatives of the State Department of Agriculture, U. S. Department of Agriculture Federal Inspection and Grading Services, Chamber of Commerce, egg buyers, Missouri Poultry Improvement Association and the Missouri Poultry Council.

An outline of the program for the 1955 training schools may be found on page 6.

PROGRAM

4-H QUALITY EGG DISTRICT MEETING

Master of Ceremonies-- Member, Chamber of Commerce

9:30 a.m.- Opening Remarks - by State Club Agent
(Importance of this type of program in 4-H Club Work)

Egg Situation and Markets - by Ted L. Joule, Extension
Economist, Marketing

Grades of Eggs - by a representative, State Department of
of Agriculture, and
by a representative, U. S. Department
of Agriculture, Federal Inspection and
Grading Service.

(Demonstration on grades, candling, factors effecting
grades, etc.)

Suggested Methods in Presenting the Lecture - by Ted L. Joule
(Things to make, etc.)

12:00 noon- Luncheon
(Luncheon provided by the Missouri Poultry Council and
Missouri Poultry Improvement Association.)

1:00 p.m.- Tour Egg Grading Plant
(Actual candling by grade by all members.)

2:30 p.m.- Discussion and Distribution of Literature
(Distribute kit of material to each extension agent or
leader.)

Awards Available - by State Club Agent.

